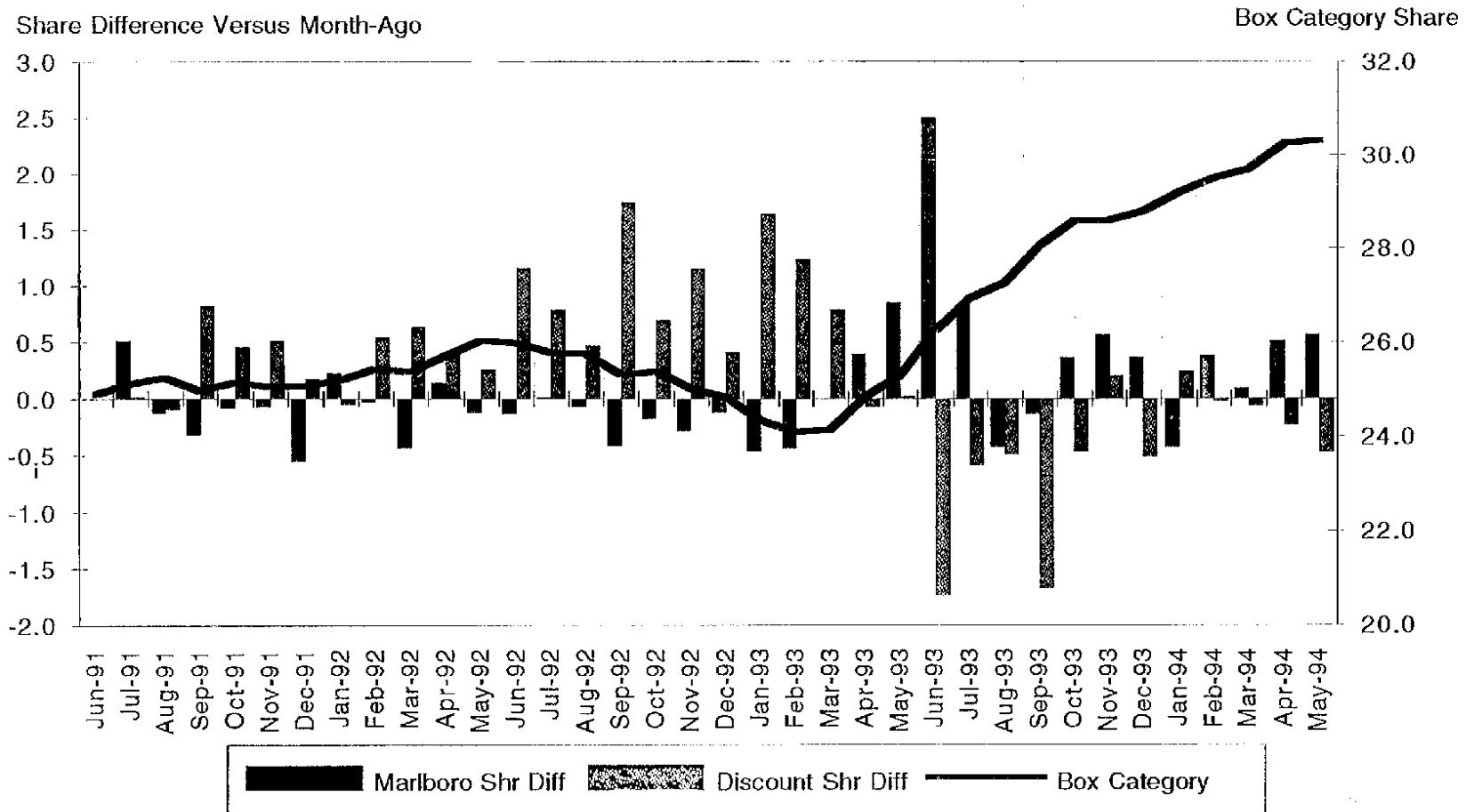


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**The Expansion of the Box category beginning in early 1993 corresponded with renewed growth of Marlboro and Discount category decline.**



Box Cat Trend Ch2